

What is claimed is:

1. A liquid crystal display comprising:

5 a liquid crystal cell having a liquid crystal layer sealed in between a pair of transparent substrates thereof, having an electrode on each of the inner surfaces thereof, facing each other;

an absorption-type polarizing film disposed on the visible side of the liquid crystal cell, for absorbing the light linearly polarized in the direction orthogonal to the transmission axis thereof;

10 a reflection-type polarizing film disposed on the side of the liquid crystal cell, opposite from the visible side thereof, for reflecting the light linearly polarized in the direction orthogonal to the transmission axis thereof; and

a color filter disposed on the visible side of the absorption-type polarizing film, or between the absorption-type polarizing film and the reflection-type polarizing film.

2. The liquid crystal display device according to Claim 1 further comprising a light absorption film disposed on the side of said reflection-type polarizing film, opposite from the visible side thereof.

20 3. The liquid crystal display device according to Claim 1 further comprising a light scattering film disposed on the visible side of said absorption-type polarizing film.

4. The liquid crystal display device according to Claim 1 further comprising a light scattering film disposed on the visible side of said absorption-type polarizing film, and a light absorption film disposed on the side of said reflection-type polarizing film, opposite from the visible side thereof.

5. The liquid crystal display device according to Claim 1 further comprising a backlight disposed on the side of said reflection-type polarizing film, opposite from the visible side thereof.

6. The liquid crystal display device according to Claim 5  
5 further comprising a translucent film disposed between said reflection-type polarizing film and the backlight.

7. The liquid crystal display according to Claim 6, wherein the translucent film is an absorption-type polarizing film.

8. The liquid crystal display according to Claim 1 further  
10 comprising a light scattering film disposed on the visible side of said absorption-type polarizing film, and a backlight disposed on the side of said reflection-type polarizing film, opposite from the visible side thereof.

9. The liquid crystal display according to Claim 8 further  
15 comprising a translucent film disposed between said reflection-type polarizing film and the backlight.

10. The liquid crystal display according to Claim 9, wherein the translucent film is an absorption-type polarizing film.

11. The liquid crystal display as in ~~any one of Claims 1 to 10~~,  
20 wherein said absorption-type polarizing film is disposed on the visible side of said liquid crystal cell such that the transmission axis of said absorption-type polarizing film is parallel with the direction of the long axes of liquid crystal molecules located on the visible side of the liquid crystal layer in said liquid crystal cell while said reflection-  
25 type polarizing film is disposed such that the transmission axis thereof is parallel with, or orthogonal to the direction of the long axes of liquid crystal molecules located on the side of the liquid crystal layer

in said liquid crystal cell, opposite from the visible side thereof.

12. The liquid crystal display device as in ~~any one of Claims~~  
1 to 10,

wherein said absorption-type polarizing film is disposed on the  
5 visible side of said liquid crystal cell such that the transmission axis  
of said absorption-type polarizing film is orthogonal to the direction  
of the long axes of liquid crystal molecules located on the visible side  
of the liquid crystal layer in said liquid crystal cell while said  
reflection-type polarizing film is disposed such that the transmission  
10 axis thereof is parallel with, or orthogonal to the direction of the long  
axes of liquid crystal molecules located on the side of the liquid  
crystal layer in said liquid crystal cell, opposite from the visible side  
thereof.

13. The liquid crystal display as in ~~any one of Claims~~ 1 to 12,  
15 wherein said color filter is a selective transmission color filter  
for transmitting a light component at a specified wavelength only.

14. The liquid crystal display according to Claim 13,  
wherein said color filter comprises color filters in plural colors  
at different specified wavelengths which are arranged in the same  
20 plane.

15. The liquid crystal display device according to Claim 13,  
wherein said color filter comprises color filters in three colors at  
specified wavelengths of light components in red, green and blue,  
arranged in a given order repeatedly and regularly.

25 16. The liquid crystal display device according to Claim 13,  
wherein said color filter comprises color filters in three colors at  
specified wavelengths of light components in cyan, magenta and

yellow, arranged in a given order repeatedly and regularly.

17. The liquid crystal display device as in ~~any one of Claims~~  
1 to 12,

wherein said color filter is a color polarizing film capable of  
5 transmitting a light component of the light linearly polarized in the  
direction orthogonal to the transmittable axis thereof and having a  
specified wavelength only, and absorbing light components of the  
light linearly polarized at other wavelengths while transmitting all  
light components of the light linearly polarized in the direction  
10 parallel with the transmission axis thereof.

18. The liquid crystal display device as in ~~any one of Claims~~  
1 to 12,

wherein said color filter is a multi-layered dielectric coating  
capable of reflecting a light component of incoming light, and having  
15 a specified wavelength, while transmission light components of the  
incoming light at other wavelengths.

19. The liquid crystal display device as in ~~any one of Claims~~  
1 to 18, wherein the liquid crystal layer of said liquid crystal cell is  
composed of any from among twisted nematic liquid crystals,  
20 supertwisted nematic liquid crystals, and guest host liquid crystals.

20. The liquid crystal display device as in ~~any one of Claims~~  
1 to 19, wherein said color filter is disposed between said absorption-  
type polarizing film and said liquid crystal cell.

21. The liquid crystal display device as in ~~any one of Claims~~  
25 1 to 19, wherein said color filter is disposed between said liquid  
crystal cell and said reflection-type polarizing film.

22. The liquid crystal display device as in ~~any one of~~ Claims  
1 to 19, wherein said color filter is disposed between one of the  
transparent substrates making up said liquid crystal cell and the liquid  
crystal layer.

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